



NEW JERSEY'S

AFTER HOURS

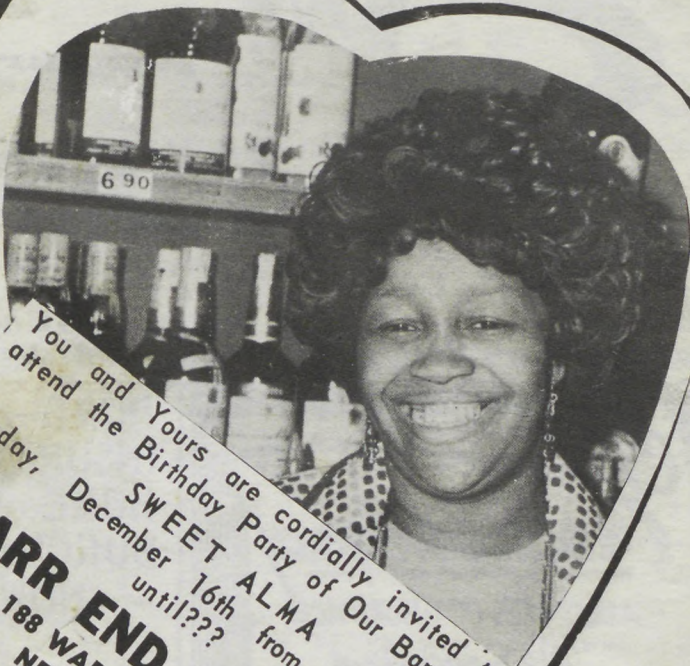
MA 3-7800

605 BROAD STREET

NEWARK, NEW JERSEY

Vol. 14, No. 50 -

December 15, 1973



You and Yours are cordially invited to
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SWEET ALMA
Sunday, December 16th from 3:00 p.m.
until???

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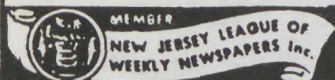
THE AFTER HOUR NEWS

605 Broad Street
Newark, N.J.
Suite 1109

MA 3-7800 • MA 3-7801
5 to 9 P.M.

The Little Magazine That
Does a Big Job

Published every Friday by
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A complete independent
weekly devoted exclusively
to serving the interest of
the Negro consumer.

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Last Of The
BIG TIME
SPENDERS

Hats off to tavern owner Joseph Troxler! He was the one who inspired the Business and Professional Charlie Langston's Roast and Dinner Dance two Mondays ago that will become an annual affair. The affair was held at Scotts Manor in East Orange, N.J. and featured music by Jimmy McGriff's Big Band and a 7 course prime rib dinner and 4 hours open bar. To many Charlie Langston goes back to his beginning at a Spruce Street bar with the late Walter Dawkins and Brown Sugar (smiles) of Elizabeth, We could trace his history from Pennsylvania to Elizabeth, Newark and the Metropolitan Area plus many other parts of the country in between. Four clubs were prominent in his history - Coprews, now the Tropicana Lounge, the Vanity Club, the deceased Front Room and Troxlers Empire Bar. This was a Business and Professional Affair intended to promote people like Charlie Langston who would never receive the attention for the good they do because they are not classified as Doctors, Lawyers or etc., yet are three times as professional . . . Shrimp Boat - The place where the fish you ate last night slept in Chesapeake Bay, Maryland the night before. Shrimp Boat is a family affair where Mrs. Irene Smith and Fred Smith Sr and Fred Smith Jr. make your service beyond compare. .

The Stars

For You...

Aries (March 21 to April 17).
Obligations to home, family and/or partners may cause some conflict. Avoid heated words over any money problems. A friend may visit or you could take a trip with them and/or your mate.

Taurus (April 20 to May 20).
You really have to curb aggressive tendencies today especially with a partner or colleague. Hasty words may be regretted later. Security may be shaken regarding relatives or those near.

Gemini (May 21 to June 21).
You could feel duty-bound to spend on loved ones and those who depend on you. Be careful of friction with others concerning work, health or a private matter. Distant travel is favored.

Cancer (June 22 to July 22).
Your inner sense of security may be disturbed concerning family, parents and property interests. Activity with a group could stir up some emotional outbursts. New joint money arrangements are favored.

Leo (July 23-Aug. 22). Enjoy a short trip with another, your partner. Don't let inner doubts and fears disturb your equilibrium and relationships with those near. Avoid fights with authorities and/or superiors.

Virgo (Aug. 23 to Sept. 22).
You could feel some conflict concerning friends and the need for money. Avoid battles with those afar or concerning religious, educational or legal affairs. Work alone for best results.

Libra (Sept. 23 to Oct. 22).
Personal changes and fun-time

MAKE A PHOTO DATE FOR THE WEEKEND

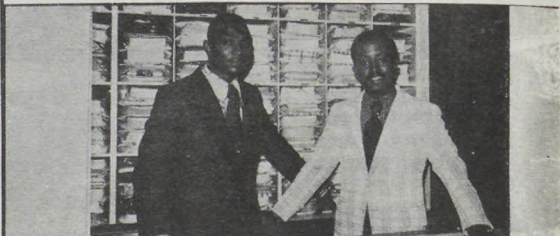


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Maggie, Cherry

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projects help to alleviate an overly serious sense of obligation toward business. Hold your tongue about money problems. Don't let responsibility get you down.

Scorpio (Oct. 23 to Nov. 21) You could be stirred by a philosophical or religious point of view. In-laws, legal, educational or publishing interests could pose problems. Let others take the lead to avoid confrontations.

Sagittarius (Nov. 22 to Dec. 21). Join friends in a local project for improvement. Debts and joint money matters may tend to worry you, especially if friends or a group are involved. Avoid arguments about work or health.

Capricorn (Dec. 22 to Jan. 19) A partner may be concerned over a parent or business matter. Be understanding. Temperamental outbursts of loved ones or a friend should be curbed or ignored. Consider business changes.

Aquarius (Jan. 20 to Feb. 18) Sudden decisions could create strife between those at home and superiors or business people. Work, health and distant people or in-laws could be at odds, cause

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Thursday Night..... Barmaid Cookie
Fri, Sat., Sun. Barmaid Diane
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anxiety. Take a trip.

Pisces (Feb. 19 to March 20). You may be worried about the welfare of an older loved person. Debts may weigh heavily. Make your views clear but avoid arguments about politics or religious matters. Inner freedom sustains you.

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Host: Dennis



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What's Happening!

Saturday, December 8th St. Antonious School P.T.A. present a Pre Holiday Cocktail Sip at the South Orange Lounge from 9:00 p.m. to 2:00 p.m.... Saturday, December 8th A Sweet Essence of Soul Cocktail Sip will be given by Smitty, Ralph and Joe at the Dreamland Lounge from 8:00 p.m. until. . . Sunday, December 9th the Craftsman Club of Elizabeth will also have a Set at the Dreamland Lounge. . . Sunday, December 9th 'A Come Where The Stars Are At' Cocktail Sip will be given by Mary Avery and Judy Green at the Bavarian Village. . . Sunday and Monday, December 9th and 10th, the Club Delite will celebrate their 2nd Anniversary at the Swinging Bank Street Spot. The party will start at 12 Noon both days. You better get there early if you want to get in. . . A Pre Xmas Party will be at Keens Korner, Sunday December 23rd given by ('Love Unlimited') Julia, Sandy Cox, Lucille Askins and Dot Hunt. . . The Old Timers and New Comers Party at the Mark 7 Lounge was out of sight. You missed a treat if you weren't there. . . Saturday, December 15th, An Appreciation Party will be given for the staff of the Club Happy, so keep this Set in mind.

Louis Cleaners No. 2

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Bartenders:

Booker • Donald
Bobby • Billy
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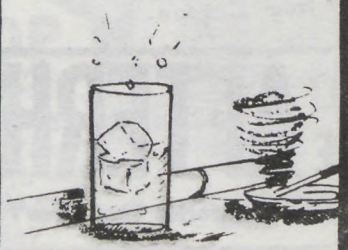
Bartender - Al Lovett

Asst. Mgr. -

Billy Walker

Mgr. - Marshall Blaylock

Prop. - Alfred Walker



SIR CISCO **KNIGHT OF THE NIGHTS**



This writer sends his regards to Lovely Lillian, who works for Metro on her last time he saw her. She Helped him tremendously when she was spending her birthday affair in his presence when he was a little bit under the weather. On the scene were Jean, Rose, Elmora and Sadie with those hounds coming on the scene.

Vivian, who is a lovely companion of Charlie Sapp and works on South Orange Avenue across from Pearsons is one of the chosen few who helps others in time of need. She gave out Thanksgiving Baskets for the needy.

Tony, who is a longtime associates of mine and his lovely companion Ruth, who works at Lyons Farms at nite where T.C.B. on the strip and it was a Happy Reunion to me because it has been ten years.

Toni, lovely wife of Charlie, due for her baby very soon beset with a cold over the holidays and never failing to do her wifely duties was surprised with a visit by her Aunt Peggy from Corona.

E AFTERHOUR NEWS

True Stories That Aren't In The Dailies

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Bunny

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Chuck Drew

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Johnny Davis, Prop.

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By
**Jocko
Maxwell**

Sports Highlights

We believe a missed field goal should be given to the defensive team at the line of scrimmage. . .Roosevelt Leaks, Univ. of Texas fullback a sure shot to click in pro ball — he's sturdy, shifty and picks his holes a la O.J. Simpson. . .Eric Penick, Notre Dame tailback has oodles of class- will corral a lot of All-American votes. . .Joe Gilliam, Pitt Steelers' third string quarterback is a comer-fairly cozes with confidence. . .The failure of the N.Y. Rangers to win the Stanley Cup can be laid to inefficiency of their top brass. . .Stan Fischler's new book Slap Shot in easy on the eyes. . .Answer to last week's query: Willie O'Ree was the first black hockey player in the NHL- played with Boston Bruins. . .The hard-nosed Chicago Bulls

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Bartenders — Eric, Robert


Props. — Pitts and Turner

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Prop. - Jimmy Gill



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Patrica Cone (Nites & Weekends)
Bettie (Days - Flo (Nites)

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Wednesday - Crab Nite

Thursday - Ladies Nite With Bettie

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Corse Nappy Hair.

With My Black Brothers
A Victory Shall Share.

A Victory I Know Just
Has To Be Wo.

A Price To Be Paid By
Many A Son.

Along With His Youth,
Black Man Became Aware,

Yet, When He Turned,
No Black Women Were There.

Only A Vision Of Helen
Of Troy

Not His Sweet Black
Infinite Joy.

Now, Many Black Women
Just Like Myself,

Have Removed Themselves
From The White-World-
Shelf.

To Accept The Long
Awaited Glowing Black
Crown,

Thus, Burying Helen
Deep In The Ground.

So With Our Brothers We
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Holding Heads High With
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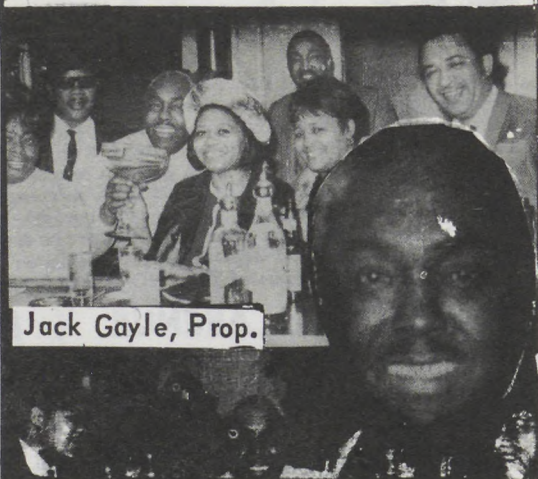
We'll Be "A Winner" In
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1971

Barmaid
Of The
Year



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Bar-B-Q Ribs
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Charles Long Bar — Three days of musical singing madness and display of professionalism by the Gentlemen & Their Lady. . . Rick McGruder the National Promotion Director of Alithia Records, Jean Records and Kerr Records made his announcement three nights in a row his company had signed The Gentlemen musical combo and they would be out with their version of the 'Bump' which was requested 50 times in three days. . . Dave Steinberg, who found the 'Gentlemen' three years ago will become the manager. Among the many folks the last night was our man Headquarters, Sandy of Dap & Down, Lucille of Keens Korner, Joe Noel with a draped fox from Paterson, Claudette, Chubby of Chubby's Big A himself Julia, Brenda, Robert and LaVern of P.J., Marvin Williams, Cissy Gaynell, Sammy Cocks, Mabel Short and Teddy from Morris Long Bar



STARLIT
J. Jackson
Party two
Annual.





STARLITE LOUNGE - Jackie Snead and J. Jackson's Birthday Party. What a Party twas with 4 Photos. - This is an Annual.



CALENDAR OF COMING EVENTS



The Garden State Ballet will be performing the 'Nutcracker' at six locations in the state. It can be seen at:

Rider College, Trenton on Friday, Dec. 14, 7:00 p.m.

Summit High School on Sunday, Dec. 16, 2:00 p.m.

Glassboro State College, Tuesday, Dec. 18, 7:00 p.m.

Columbia High School, Maplewood on Dec. 23, 2:00 p.m.

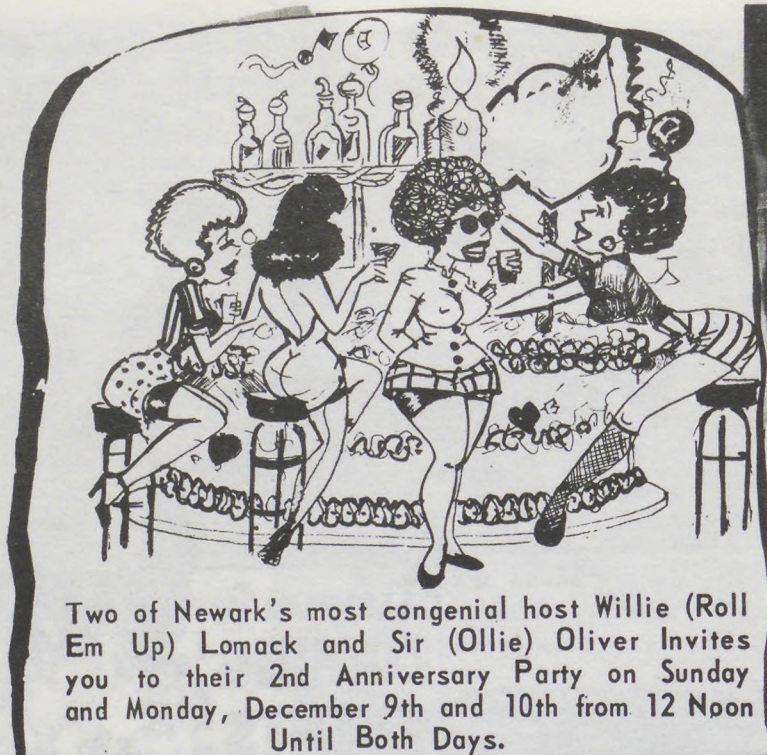
Westfield High School on Sunday, Dec. 30, 2:00 p.m.

Student price - \$3.00 (I.D. must be shown at the door. Send stamped, self-addressed envelope to:

Garden State Ballet

45 Academy Street

Newark, N.J. 07102 (623-0591)



Two of Newark's most congenial host Willie (Roll Em Up) Lomack and Sir (Ollie) Oliver Invites you to their 2nd Anniversary Party on Sunday and Monday, December 9th and 10th from 12 Noon Until Both Days.

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Tel. 674-8089

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**RUBY JACKSON**  
Proprietor

Tuesday LADIES NITE  
Barmaids: Alma and Lois  
Bartender: Pete

WE TRY TO PLEASE EVERYONE

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LIQUORS • DOMESTIC & IMPORTED WINES  
CHAMPAGNES • SODA  
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Days, Moody Barmaid, Almetter  
SWEET SONNY, Proprietor





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Days - Charlotte - Nights - Beverly, Dottie  
Hostess - Lue — Hosts - Joe and Greg  
Booker, Mgr. • Tel. 372-9607



Phone 243-9124

— The Ole Stomping Ground —

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Bobby — Marie — Dosia  
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**DOSIA HOBQ PARTY EVERY THURSDAY**

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Mgr.: Richie Burns Host: Tony Vitale

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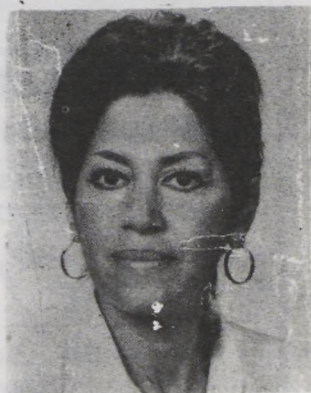
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Wednesday - Chicken Nite

Every Monday: CRAB NITE

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Wednesday - Big O's Amateur Nite

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**FIFI'S Switchn in the kitchen**

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**Barmaid — Sweet Alma**

**Bartender — Bo Snead**

**Props. — George & John Harvey**

**— TELEPHONE: 621-9895**





Staff - Willie, Peggy, Bobby

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BI 3-9471

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foxes, man...?  
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Newark, N. J.

242-9695



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1 BLOCK FROM BLOOMFIELD AVENUE  
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Friday: Fish Day

Every Sunday: Guest Barmaid

Kitchen: Friday, Saturday, Sunday

MA 2-9554

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Bartender: Stack, Nites

Manager: Jim

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*REFLECTIONS is the weekly biography about After Hours' magazine, oldest advertisers of black and white, who pioneered in our black neighborhoods, helping to make black business a reality and a stepping stone for the future.*

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WE OPEN 7 A.M. until 6:30 P.M. daily

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EXPERT TAILORING — SHIRT LAUNDRY  
ALL GARMENTS INSURED

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MEMORIAL GIFT  
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Prop. — Rock, Arnie, Tom Highsmith



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BEHIND THE DEAL  
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**Come in, see what's new!  
I'll be glad to show you  
... and give you the deal  
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The After Hour News Magazine is a advertising publication in business like all others but offering a sincere dedicated service to our advertisers and readers.

We promote business by compelling a variety of business with a common object in the pages of the magazine.

We not only sell advertising space to a business, we try to promote that business and assist them verbally and editorially.

We spotlight your business through new advertisement ideas using black female models with your permission.

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Barmaid - Sylvia

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248-9724

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**Deserves**  
**the**  
**Best !**



**Where the Foxes are**

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**297 Springfield Ave., Newark, N. J.**

**Live Entertainment**  
**Every Fri. - Sat. - Sun.**

**Owners — Jimmy & Johnnie McPherson**

Some people think that because we have a close affiliation with Clubs, Lounges, Pubs and Taverns, etc. we are also obligated to spend money with these places indiscreetly.

This is not our obligations.

Our function is to help you make money through our medium, the After Hour News Magazines and thus sustain ourselves.

First of all its impossible for us to patronize all the places we service including the ones which help us promote our magazine, who do not have advertisement with us.

We will eventually patronize our advertisers in our travels one way or another. . . but we can't do it all at once.

Let's take one. After Hour representative for example: In the course of a full day he or she would be literally stoned if he or she bought and consumed drinks everywhere he stopped. . . Or he would become a





IT'S ALWAYS PARTY TIME AT . . .

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Fri., Sat., Sun. — Margaret & Dee Dee  
Hosts: Frankie & "Sweet Black" Jack

685 SPRINGFIELD AVE 372-9533 NEWARK, N. J.



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Butch, Mgr. • Thelma W. Davis, Prop.



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Heard any good rumors lately?

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You can do that now, through the "Rumor Control Operation" of the Newark Human Rights Commission at 733-8066 and 733-8067 between 9 a.m. and 10 p.m.

Daniel W. Blue Jr., commission director, said the new center will track down all rumors, and try to dispell those that are false and respond to any that are true.

Phone 242-5744

24 HOUR SERVICE

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387 Springfield Ave., Newark, N.J.

GENERAL REPAIRS

Teddy & Clark — Prop. - Thomas Davis



Phone 623-9847

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128 West Market St., Newark, N.J.



Barmmaids: Sarah & Melvina  
Bartenders: Tom & Calvin  
Prop: Tom Davis

242-9368

243-9677



- NOW OPEN -



## THE NEW DREAMLAND LOUNGE

955 FRELINGHUYSEN AVE.  
NEWARK. N. J.

L. Wallace, Host - B. Wallace, Mar

pauper in one week if he bought drinks for others during the course of their travels.

In view of this, we have declared unequivocally that we shall at all time be business. When you see a After Hour Rep. at an affair he or she will be there on business. Our Rep. will be there to see that anything you desire within the realm of the After Hour News is done for you.

Remember  
When!  
PHOTOS



589-2555

VISIT

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I really had a fine time with Fantastic Fannie of the Gold Room in Jersey City. We tried to get to all of the bars located there, but didn't quite make it. Thanks to Fannie and the new customers I acquired on my rounds. . . Must say Hello to Hank The Hammer at the T&J Malboro on Ocean Avenue. I met Viola Blue, Little Man Of The Year (Right Back Junior), Big Bailey, Babe behind the bar pouring, one of the twins Deborah, Donald Byrd (Black Bird), Fannie's son (smile) and Pat from next door at the Greasy Spoon (smile). . . The best to Jessie and Ruth with their new bar at 127 Johnson Avenue, Jersey City. . . It certainly was nice meeting Moore and Bob and seeing Honey and Le-roy on Jackson Avenue in Jersey City. . . Stopped in at Velvet's Lounge on Fairmount Avenue in Jersey City also. Didn't see Velvet but had a nice time with the bartender. . . Rose, formerly of the New Newark Lounge is now at the Candy Bar on 16th Avenue. They had a Blast on Sunday, December 2nd. Sorry, I couldn't make it out but I'm sure it was sensational. . . The best to Ray and Roy of Mr. Ray's formerly known as Pitts Rendezvous. Right On Ray and Roy! Right On! You have my full support.

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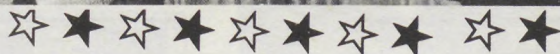


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